

〈教育セミナー〉

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@cosme からみた, 新しい日常における生活者の美容意識の変化

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**Changes in Beauty Consciousness During the Coronavirus
Pandemic as Seen by @cosme**

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Abstract

To examine how the COVID-19 pandemic has transformed consumer awareness, we conducted an analysis of the results of user surveys and reviews on @cosme.

We found that consumers have become more cautious in their consumption and tend to be attracted to product safety and reliability as compared to before the COVID-19 pandemic. Products that have been popular for a long time, such as long-selling products and relaunched products, are favored. Consumers who have become more cautious also have a stronger desire to try products before purchasing them.

In addition, there has also been a trend of consumers using cosmetics to inject a change of pace into their daily life (which has become more restricted), and selecting cosmetics that make them feel more connected to the rest of the world.

It is no exaggeration to say that masks have had the greatest impact on post-COVID beauty trends, and around half of the respondents still express frustration at their makeup not lasting under masks. In view of the fact that many people probably have not found a product that does not adhere to their mask, it is vital for manufacturers to cater to them.

On the other hand, despite their dissatisfaction with masks, half of the respondents indicated that they believe wearing masks improves their appearance and the impression they give and that they are sometimes afraid to remove their mask and show their face.

To brace ourselves for the eventual day when people can remove their mask, there is a greater need than ever moving forward to find ways to make people feel more comfortable with presenting their face without a mask and to achieve a balanced and natural look, as well as a need for makeup techniques and skincare approaches that address the areas of the face that are hidden beneath masks.

Key words: pandemic, consumer awareness, trend, mask, long-selling products.